

1998 PP&C TRANSMISSION		Actuals												Actuals												1997		%Chg	
Monthly Sales - 1998		Jan	Feb	Mar	Apr	May	06 05 98	06 12 98	06 19 98	06 26 98	06 30 98	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	total	from 97				
Marlboro	9,642	13,142	16,029	11,140	14,341	3,452	3,440	3,466	3,475	1,743	15,576	15,113	14,047	16,018	12,529	12,973	14,863	165,313	38,813	41,056	45,179	40,285	164,925	0.24%					
B&H	626	833	782	603	832	192	190	183	167	88	799	801	811	774	794	705	852	9,411	2,240	2,434	2,386	2,351	10,636	-11.51%					
Merit	677	747	750	799	838	184	182	189	190	91	841	855	840	804	826	730	855	9,593	2,174	2,479	2,498	2,441	10,749	-10.75%					
Virginia Slims	752	867	887	938	954	209	207	211	218	101	946	951	900	899	817	957	10,867	2,506	2,837	2,821	2,703	11,522	-5.68%						
Parliament	245	279	293	412	300	79	80	83	41	363	363	377	348	355	313	387	4,035	817	1,075	1,088	1,055	3,886	3.83%						
Other OPB	49	53	54	55	55	13	13	13	14	6	60	63	59	58	64	55	61	685	156	170	180	180	784	-12.65%					
Other Premium Brands	2,349	2,778	2,766	3,006	2,979	676	672	656	679	326	3,009	3,042	3,047	2,884	2,939	2,620	3,171	34,692	7,893	8,895	8,873	8,731	37,578	-7.95%					
Premium	11,990	15,920	18,795	14,146	17,320	4,128	4,112	4,154	2,069	18,585	18,155	17,094	18,903	15,483	15,493	18,035	199,905	46,706	50,051	54,152	48,986	202,502	-1.28%						
Basic	2,172	1,525	2,307	1,440	1,617	488	509	510	497	235	2,239	2,039	2,084	1,787	1,788	1,615	1,908	22,520	6,005	5,296	5,910	5,310	24,215	-7.00%					
Cambridge	272	477	293	290	328	124	118	111	105	43	502	354	406	309	281	306	359	4,177	1,041	1,120	1,068	946	5,642	-25.98%					
Alpine	55	60	61	65	15	15	15	15	7	67	63	58	57	59	51	58	714	176	194	178	168	917	-22.12%						
Bristol	19	19	20	21	4	4	4	4	2	17	17	18	17	19	17	16	221	53	59	52	52	331	-33.34%						
Bucks	3	3	3	3	2	1	1	1	0	3	3	2	2	2	2	2	30	8	8	7	8	45	-32.06%						
Other Branded Discounts	11	15	17	13	13	3	3	3	1	14	16	14	15	13	14	16	43	40	44	42	213	-20.82%							
Branded Discounts	359	575	394	387	430	147	142	133	128	53	603	453	498	399	376	389	450	5,314	1,329	1,419	1,350	1,218	7,148	-25.66%					
FVB	137	157	187	180	192	48	48	47	48	22	213	217	188	182	225	207	179	2,264	480	585	588	611	3,284	-31.05%					
Discount	2,668	2,255	2,888	2,006	2,238	684	699	690	673	311	3,055	2,710	2,770	2,368	2,390	2,211	2,535	30,095	7,810	7,300	7,848	7,138	34,647	-13.14%					
PM USA	14,658	18,175	21,683	16,152	19,559	4,812	4,811	4,812	4,827	2,380	21,641	20,865	19,864	21,271	17,858	17,704	20,570	230,000	54,516	57,351	62,000	56,132	237,160	-3.01%					
Calendar Weeks	4,381	4,000	4,427	4,370	4,203	1,000	1,000	1,000	1,000	442	4,483	4,517	4,229	4,390	4,381	4,229	4,548	52,178	12,808	13,056	13,138	13,178	52,188	-0.02%					
Weekly Sales		Jan	Feb	Mar	Apr	May	06 05 98	06 12 98	06 19 98	06 26 98	06 30 98	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	total					
Marlboro	2,201	3,286	3,621	2,549	3,412	3,452	3,440	3,466	3,475	3,943	3,474	3,346	3,322	3,649	2,860	3,044	3,254	3,168	9,030	3,145	3,439	3,055	3,130	9,120	1.22%				
B&H	143	208	177	184	199	192	190	183	187	199	178	177	192	176	181	167	187	180	175	186	182	178	203	-10.94%					
Merit	154	187	169	183	199	184	182	189	186	205	188	199	183	189	194	184	194	180	170	190	185	188	208	-11.70%					
Virginia Slims	172	217	200	215	227	209	207	211	218	227	211	213	227	205	205	193	216	208	217	215	205	217	217	-3.85%					
Parliament	56	70	66	94	71	79	80	80	83	93	81	80	89	79	81	74	85	77	64	82	83	80	73	6.47%					
Other OPB	11.1	13.1	12.3	12.6	13.1	13.4	12.9	12.6	14.2	13.2	13.3	14.0	13.7	13.3	14.6	13.1	13.1	12.2	13.0	13.7	13.6	15.7	-16.28%						
Other Premium Brands	536	695	625	688	709	676	672	656	679	738	671	673	721	657	671	618	694	683	616	689	683	683	716	-7.37%					
Premium	2,737	3,980	4,245	3,237	4,121	4,128	4,112	4,122	4,164	4,681	4,146	4,019	4,042	4,306	3,531	3,663	3,948	3,831	3,647	3,834	4,122	3,718	3,846	-0.38%					
Basic	496	381	521	329	385	488	509	510	497	532	500	451	493	407	408	382	417	432	469	406	450	403	455	-5.12%					
Cambridge	62	119	66	66	78	124	119	111	105	98	112	78	96	70	64	72	80	81	86	81	72	117	-31.51%						
Alpine	13	15	14	14	15	15	15	15	15	15	15	14	14	13	13	12	13	14	15	14	15	13	18	-25.01%					
Bristol	4.3	4.7	4.6	4.6	5.0	4.0	3.9	3.9	3.9	3.8	3.9	3.9	4.2	3.9	4.4	4.0	3.5	4.2	4.5	4.5	4.0	4.0	7.3	-41.80%					
Bucks	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	1.0	-43.58%					
Other Branded Discounts	2.5	3.7	3.9	2.9	3.1	3.2	3.2	3.0	3.1	3.1	3.8	3.4	3.1	3.4	3.0	3.1	3.2	3.3	3.0	3.2	4.4	4.4	-27.35%						
Branded Discounts	82	144	89	88	102	147	142	133	128	121	134	100	118	91	86	92	99	102	104	109	103	92	148	-31.13%					
FVB	31	39	42	41	46	48	48	47	48	50	50	48	48	44	42	51	49	43	38	45	45	46	68	-35.89%					
Discount	609	584	662	459	533	684	699	690	673	703	662	600	655	539	545	523	555	577	610	559	597	542	670	-13.98%					
PM USA	3,346	4,544	4,698	3,696	4,653	4,812	4,811	4,812	4,827	5,384	4,627	4,762	4,685	4,375	4,444	4,170	4,523	52,178	12,164	13,454	13,504	13,504	52,188	-2.40%					
Seasonal Factors		0.9311	0.9480	0.9700	1.0000	1.0294	1.0522	1.0622	1.0822	1.0622	1.0522	1.0622	1.0371	1.0346	1.0122	0.9956	0.9881	0.9902	1.0000	0.9497	1.0305	1.0280	0.9906	1.0000					
Combined Cat/Seas		4.079	3.792	4.294	4,370	4,327	1,062	1,062	1,062	1,062	1,062	1,062	1,062	4,685	4,375	4,444	4,170	4,523	52,178	12,164	13,454	13,504	13,504	52,188					
De-seasonalized Weekly Sales		Jan	Feb	Mar	Apr	May	06 05 98	06 12 98	06 19 98	06 26 98	06 30 98	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	total					
Marlboro	2,364	3,466	3,733	3,549	3,315	3,250	3,293	3,263	3,272	3,712	3,271	3,226	3,210	3,605	2,872	3,087	3,266	3,168	3,191	3,052	3,346	3,084	3,130	1.22%					
B&H	153	220	182	184	192	180	179	154	157	187	168	171	185																

Contributions 06.05

1998 PP&C TRANSMISSION																			1997				%Chg				
Contributions to PM		Actuals		Actuals		total																					
Marlboro	65.78%	72.31%	73.92%	68.97%	73.32%	71.74%	71.50%	72.03%	72.00%	73.24%	71.97%	72.43%	70.71%	75.31%	70.16%	72.71%	72.26%	71.88%	71.20%	71.59%	72.87%	71.73%	69.54%	2.33%			
B&H	4.27%	4.58%	3.60%	4.97%	4.25%	3.98%	3.95%	3.39%	3.46%	3.69%	3.84%	4.09%	3.64%	4.45%	3.98%	4.14%	4.09%	4.11%	4.24%	3.85%	4.19%	4.49%	-0.39%				
Merit	4.62%	4.11%	3.46%	4.95%	4.29%	3.82%	3.79%	3.92%	4.06%	3.82%	3.89%	4.10%	4.23%	3.78%	4.63%	4.12%	4.30%	4.17%	3.99%	4.32%	4.03%	4.35%	4.53%	-0.36%			
Virginia Slims	5.13%	4.77%	4.09%	5.80%	4.88%	4.34%	4.31%	4.39%	4.52%	4.23%	4.37%	4.60%	4.84%	4.23%	5.04%	4.61%	4.80%	4.72%	4.60%	4.95%	4.55%	4.81%	4.86%	-0.13%			
Parliament	1.67%	1.54%	1.35%	2.55%	1.53%	1.64%	1.66%	1.86%	1.73%	1.73%	1.68%	1.74%	1.90%	1.84%	1.99%	1.77%	1.88%	1.75%	1.50%	1.87%	1.75%	1.88%	1.64%	0.12%			
Other OPB	0.33%	0.29%	0.25%	0.34%	0.28%	0.28%	0.27%	0.30%	0.24%	0.28%	0.30%	0.29%	0.27%	0.36%	0.31%	0.30%	0.30%	0.29%	0.30%	0.29%	0.32%	0.33%	0.03%				
Other Premium Brands	16.02%	15.29%	12.76%	18.61%	15.23%	14.05%	13.97%	13.83%	14.06%	13.71%	14.58%	15.34%	13.56%	16.46%	14.80%	15.42%	15.04%	14.48%	15.68%	14.47%	15.55%	15.85%	-0.81%				
Premium	81.80%	87.59%	86.68%	87.58%	88.56%	85.79%	85.48%	85.66%	86.06%	86.95%	85.88%	87.01%	86.06%	88.87%	86.62%	87.51%	87.67%	86.92%	85.67%	87.27%	87.34%	87.29%	85.39%	1.53%			
Basic	14.82%	8.39%	10.64%	8.91%	8.27%	10.14%	10.57%	10.60%	10.30%	9.88%	10.35%	9.77%	10.49%	8.40%	10.01%	9.12%	9.27%	9.79%	11.01%	9.23%	9.53%	9.45%	10.21%	-0.42%			
Cambridge	1.85%	2.62%	1.35%	1.79%	1.68%	2.59%	2.47%	2.30%	2.18%	1.82%	2.32%	1.70%	2.04%	1.45%	1.57%	1.79%	1.75%	1.82%	1.91%	1.95%	1.72%	1.69%	2.38%	-0.56%			
Alpine	0.38%	0.33%	0.28%	0.38%	0.33%	0.32%	0.32%	0.30%	0.31%	0.29%	0.31%	0.30%	0.29%	0.27%	0.33%	0.29%	0.28%	0.31%	0.32%	0.34%	0.29%	0.30%	0.39%	-0.08%			
Bristol	0.13%	0.10%	0.09%	0.12%	0.11%	0.08%	0.08%	0.08%	0.07%	0.08%	0.08%	0.08%	0.09%	0.08%	0.11%	0.08%	0.08%	0.10%	0.11%	0.10%	0.08%	0.09%	0.14%	-0.04%			
Bucks	0.02%	0.01%	0.01%	0.02%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.02%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.01%	0.02%	-0.01%			
Other Branded Discounts	0.07%	0.08%	0.08%	0.08%	0.07%	0.07%	0.07%	0.06%	0.06%	0.06%	0.06%	0.06%	0.07%	0.06%	0.08%	0.07%	0.07%	0.07%	0.08%	0.07%	0.07%	0.07%	0.09%	-0.02%			
Blended Discounts	2.45%	3.16%	1.82%	2.39%	2.20%	3.05%	2.94%	2.76%	2.64%	2.24%	2.79%	2.17%	2.61%	1.88%	2.11%	2.20%	2.19%	2.31%	2.44%	2.47%	2.18%	2.17%	3.01%	-0.70%			
FVB	0.93%	0.86%	0.86%	1.11%	0.98%	1.00%	1.00%	0.97%	0.99%	0.93%	0.99%	1.04%	0.95%	0.86%	1.26%	1.17%	0.87%	0.98%	0.88%	1.02%	0.95%	1.09%	1.36%	-0.40%			
Discount	18.20%	12.41%	13.32%	12.42%	11.44%	14.21%	14.52%	14.34%	13.94%	13.05%	14.12%	12.99%	13.94%	11.13%	13.38%	12.49%	12.33%	13.08%	14.33%	12.73%	12.66%	12.71%	14.61%	-1.53%			
PM USA	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%			
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Contributions to category		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	total	from '97							
Marlboro	65.78%	72.31%	73.92%	68.97%	73.32%	71.74%	71.50%	72.03%	72.00%	73.24%	71.97%	72.43%	70.71%	75.31%	70.16%	72.71%	72.26%	71.88%	71.20%	71.59%	72.87%	71.73%	69.31%	-50.87%			
B&H	26.65%	29.97%	28.25%	26.70%	27.93%	28.32%	28.23%	24.87%	24.62%	26.91%	26.56%	26.32%	26.63%	26.84%	27.03%	26.90%	26.87%	27.21%	28.38%	27.06%	26.59%	28.93%	28.30%	148.53%			
Merit	28.82%	26.90%	27.12%	26.59%	28.14%	27.17%	27.11%	28.75%	28.85%	27.88%	27.96%	28.10%	27.57%	27.86%	28.11%	27.88%	27.91%	27.73%	27.55%	27.56%	27.84%	27.95%	29.10%	158.88%			
Virginia Slims	32.00%	31.20%	32.07%	31.18%	32.03%	30.85%	30.82%	32.20%	32.14%	30.81%	31.42%	31.58%	31.19%	30.60%	31.18%	31.11%	31.41%	31.75%	31.54%	31.44%	30.96%	30.28%	52.24%				
Parliament	10.45%	10.04%	10.59%	13.70%	10.06%	11.67%	11.86%	12.21%	12.29%	12.61%	12.07%	11.92%	12.37%	12.08%	12.09%	11.95%	12.19%	11.67%	10.35%	11.95%	12.13%	12.09%	10.15%	-87.87%			
Other OPB	2.08%	1.89%	1.97%	1.84%	1.84%	1.99%	1.98%	1.96%	2.10%	1.78%	1.98%	2.08%	1.90%	2.03%	2.17%	2.11%	1.92%	1.98%	1.89%	2.00%	2.06%	2.19%	220.95%				
Other Premium Brands	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%				
Premium	81.80%	87.59%	86.68%	87.58%	88.56%	85.79%	85.48%	85.66%	86.06%	86.95%	85.88%	87.01%	86.06%	88.87%	86.62%	87.51%	87.67%	86.92%	85.67%	87.27%	87.34%	87.29%	85.15%	15.79%			
Basic	14.82%	8.39%	10.64%	8.91%	8.27%	10.14%	10.57%	10.60%	10.30%	9.88%	10.35%	9.77%	10.49%	8.40%	10.01%	9.12%	9.27%	9.79%	11.01%	9.23%	9.53%	9.46%	10.07%	213.76%			
Cambridge	10.19%	21.15%	10.13%	14.43%	14.65%	18.20%	16.98%	16.07%	15.64%	13.94%	16.44%	13.07%	14.64%	13.06%	11.76%	13.85%	14.16%	13.88%	13.33%	15.34%	13.82%	13.26%	17.43%	225.48%			
Alpine	2.07%	2.65%	2.11%	3.08%	2.91%	2.22%	2.17%	2.12%	2.19%	2.20%	2.18%	2.33%	2.09%	2.39%	2.46%	2.30%	2.29%	2.37%	2.25%	2.65%	2.26%	2.35%	2.72%	178.97%			
Bristol	0.70%	0.83%	0.70%	0.99%	0.95%	0.59%	0.56%	0.57%	0.58%	0.54%	0.57%	0.64%	0.63%	0.72%	0.81%	0.76%	0.64%	0.73%	0.74%	0.80%	0.66%	0.73%	1.08%	299.11%			
Bucks	0.10%	0.11%	0.09%	0.13%	0.11%	0.08%	0.08%	0.09%	0.08%	0.08%	0.10%	0.09%	0.09%	0.11%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.11%	0.15%	311.85%			
Other Branded Discounts	0.41%	0.65%	0.59%	0.64%	0.59%	0.46%	0.45%	0.43%	0.46%	0.44%	0.45%	0.59%	0.52%	0.58%	0.62%	0.58%	0.56%	0.55%	0.54%	0.56%	0.55%	0.58%	0.66%	195.70%			
Blended Discounts	13.47%	25.50%	13.65%	19.27%	19.20%	21.56%	20.26%	19.28%	18.95%	17.19%	19.73%	17.97%	16.85%	15.75%	17.60%	17.75%	17.65%	17.01%	19.44%	17.20%	17.03%	22.05%	222.75%				
FVB	5.12%	6.95%	6.48%	8.97%	8.58%	7.07%	6.92%	6.76%	7.13%	7.10%	6.98%	8.02%	6.79%	7.70%	8.41%	9.36%	7.07%	7.52%	6.15%	8.02%	7.49%	8.56%	10.10%	256.81%			
Discount	18.20%	12.41%	13.32%	12.42%	11.44%	14.21%	14.52%	14.34%	13.94%	13.05%	14.12%	12.99%	13.94%	11.13%	13.38%	12.49%	12.33%	13.08%	14.33%	12.73%	12.66%	12.71%	14.85%	583.01%			
PM USA	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%				

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Contributions 05.29

1998 PP&C TRANSMISSION		Actuals												Actuals												1997	%Chg
Contributions to PM		Jan	Feb	Mar	Apr	May	06	06 98	06 12 98	06 19 98	06 26 98	06 30 98	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	total	from'97	
Marlboro	65.78%	72.31%	73.92%	68.97%	73.32%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	71.51%	72.12%	70.44%	74.96%	69.87%	72.40%	71.93%	71.70%	71.20%	71.41%	72.55%	71.45%	69.31%	2.39%	
B&H	4.27%	4.58%	3.60%	4.97%	4.25%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	3.67%	3.82%	4.07%	3.64%	4.41%	3.96%	4.12%	4.07%	4.11%	4.24%	3.84%	4.16%	4.48%	-0.41%	
Merit	4.62%	4.11%	3.46%	4.95%	4.29%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	3.86%	4.08%	4.21%	3.76%	4.57%	4.09%	4.26%	4.14%	3.89%	4.31%	4.01%	4.30%	4.61%	-0.47%	
Virginia Slims	5.13%	4.77%	4.09%	5.80%	4.80%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	4.34%	4.58%	4.82%	4.23%	5.00%	4.59%	4.77%	4.70%	4.60%	4.94%	4.53%	4.78%	4.80%	-0.09%	
Parliament	1.67%	1.54%	1.35%	2.55%	1.53%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	1.85%	1.87%	1.97%	1.72%	2.12%	1.87%	2.03%	1.82%	1.50%	1.94%	1.85%	2.00%	1.61%	0.21%	
Other OPB	0.33%	0.29%	0.25%	0.34%	0.28%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.28%	0.30%	0.29%	0.28%	0.36%	0.32%	0.30%	0.29%	0.30%	0.29%	0.32%	0.35%	0.05%		
Other Premium Brands	16.02%	15.29%	12.76%	18.61%	15.23%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	14.00%	14.66%	15.36%	13.63%	16.46%	14.82%	15.47%	15.04%	14.48%	15.72%	14.52%	15.56%	15.85%	-0.81%	
Premium	81.80%	87.59%	86.68%	87.58%	88.56%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	85.51%	86.78%	85.80%	88.59%	86.33%	87.23%	87.40%	86.74%	85.67%	87.13%	87.10%	87.01%	85.16%	1.59%	
Basic	14.82%	8.39%	10.64%	8.91%	8.27%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	10.71%	10.02%	10.76%	8.68%	10.32%	9.42%	9.55%	9.87%	11.01%	9.37%	9.79%	9.74%	10.07%	-0.10%	
Cambridge	1.85%	2.62%	1.35%	1.79%	1.68%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	2.31%	1.68%	2.03%	1.45%	1.58%	1.72%	1.74%	1.81%	1.91%	1.95%	1.71%	1.88%	2.59%	-0.77%	
Alpine	0.38%	0.33%	0.28%	0.38%	0.33%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.31%	0.30%	0.29%	0.27%	0.33%	0.29%	0.28%	0.31%	0.32%	0.34%	0.29%	0.30%	0.40%	-0.09%	
Bristol	0.13%	0.10%	0.09%	0.12%	0.11%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.08%	0.08%	0.09%	0.11%	0.09%	0.08%	0.10%	0.11%	0.10%	0.08%	0.09%	0.16%	-0.07%		
Bucks	0.019%	0.014%	0.012%	0.016%	0.012%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.012%	0.013%	0.011%	0.015%	0.013%	0.012%	0.013%	0.015%	0.013%	0.012%	0.013%	0.023%	-0.01%		
Other Branded Discounts	0.07%	0.08%	0.08%	0.08%	0.07%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.07%	0.08%	0.07%	0.07%	0.08%	0.08%	0.07%	0.08%	0.07%	0.08%	0.08%	0.10%	-0.02%		
Branded Discounts	2.45%	3.16%	1.82%	2.39%	2.20%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	2.78%	2.16%	2.50%	1.88%	2.10%	2.18%	2.31%	2.44%	2.47%	2.17%	2.18%	2.37%	-0.96%		
FVB	0.93%	0.86%	0.86%	1.114%	0.98%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	1.00%	1.04%	0.94%	0.86%	1.29%	1.17%	0.87%	0.98%	0.88%	1.03%	0.95%	1.08%	1.50%	-0.52%	
Discount	18.20%	12.41%	13.32%	12.421%	11.44%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	14.49%	13.22%	14.20%	11.41%	13.67%	12.77%	12.60%	13.26%	14.33%	12.87%	12.90%	12.89%	14.95%	-1.59%	
PM USA	100.00%	100.00%	100.00%	100.00%	100.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%	
6/5/98 15:56																									1997	from'97	
Contributions to category		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	total	from'97							
Marlboro	65.78%	72.31%	73.92%	68.97%	73.32%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	71.51%	72.12%	70.44%	74.96%	69.87%	72.40%	71.93%	71.70%	71.20%	71.41%	72.55%	71.45%	69.31%	2.39%	
B&H	26.65%	29.97%	28.25%	26.70%	27.93%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	26.23%	26.07%	26.49%	26.71%	26.80%	26.72%	26.61%	27.09%	28.39%	26.95%	26.42%	26.71%	28.30%	-1.21%	
Merit	28.82%	26.90%	27.12%	26.58%	28.14%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	27.57%	27.84%	27.42%	27.62%	27.79%	27.55%	27.55%	27.56%	27.43%	27.64%	27.63%	27.64%	29.10%	-1.54%	
Virginia Slims	32.00%	31.20%	32.07%	31.16%	32.03%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	30.90%	31.27%	31.37%	31.03%	30.34%	30.96%	30.81%	31.28%	31.75%	31.40%	31.23%	30.70%	30.26%		
Parliament	10.45%	10.04%	10.59%	13.70%	10.66%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	13.24%	12.76%	12.83%	12.61%	12.87%	12.61%	13.10%	12.10%	10.35%	12.34%	12.73%	12.87%	10.15%	1.95%	
Other OPB	2.08%	1.89%	1.97%	1.84%	1.84%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	1.97%	2.06%	1.89%	2.03%	2.20%	2.13%	1.94%	1.95%	1.98%	1.88%	1.99%	2.09%	2.19%	-0.21%	
Other Premium Brands	16.02%	15.29%	12.76%	18.61%	15.23%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	14.00%	14.66%	15.36%	13.63%	16.46%	14.82%	15.47%	15.04%	14.48%	15.72%	14.52%	15.56%	15.85%	-0.81%	
Premium	81.80%	87.59%	88.88%	87.58%	88.56%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	85.51%	86.78%	85.80%	88.59%	86.33%	87.23%	87.40%	86.74%	85.67%	87.13%	87.10%	87.01%	85.16%	1.59%	
Basic	14.82%	8.39%	10.64%	8.91%	8.27%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	10.71%	10.02%	10.76%	8.68%	10.32%	9.42%	9.55%	9.97%	11.01%	9.37%	9.79%	9.74%	10.07%	-0.10%	
Cambridge	10.19%	21.15%	10.13%	14.43%	14.65%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	15.96%	12.71%	14.30%	12.69%	11.42%	13.47%	13.78%	13.68%	13.33%	15.16%	13.25%	12.81%	17.43%	-3.76%	
Alpine	2.07%	2.65%	2.11%	3.08%	2.91%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	2.11%	2.28%	2.04%	2.34%	2.39%	2.24%	2.23%	2.34%	2.25%	2.62%	2.22%	2.29%	2.72%	-0.38%	
Bristol	0.70%	0.83%	0.70%	0.99%	0.95%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.55%	0.63%	0.62%	0.70%	0.74%	0.62%	0.72%	0.74%	0.79%	0.65%	0.71%	1.08%	-0.36%		
Bucks	0.10%	0.11%	0.09%	0.13%	0.11%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.08%	0.10%	0.09%	0.09%	0.11%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.09%	0.10%	-0.05%	
Other Branded Discounts	0.41%	0.65%	0.59%	0.64%	0.59%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.47%	0.62%	0.54%	0.65%	0.61%	0.59%	0.58%	0.55%	0.55%	0.59%	0.62%	0.68%	-0.09%		
Branded Discounts	13.47%	25.50%	13.65%	19.27%	18.20%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	19.18%	16.34%	17.60%	16.44%	15.36%	17.17%	17.32%	17.42%	17.01%	19.21%	16.80%	22.05%	4.63%		
FVB	5.12%	6.95%	6.48%	8.97%	8.58%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	6.91%	7.86%	6.64%	7.53%	9.15%	9.12%	6.89%	7.39%	6.15%	7.98%	7.34%	6.36%	10.10%	-2.70%	
Discount	18.20%	12.41%	13.32%	12.42%	11.44%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	14.49%	13.22%	14.20%	11.41%	13.67%	12.77%	12.60%	13.26%	14.33%	12.87%	12.90%	12.89%	14.85%	-1.59%	
PM USA	100.00%	100.00%	100.00%	100.00%	100.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	0.00%		

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1998 PP&C TRANSMISSION	Actuals	Actuals	Actuals	Actuals	Actuals	06 05 98	06 12 98	06 19 98	06 26 98	06 30 98	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Monthly Sales - 1998	Jan	Feb	Mar	Apr	May						167	(594)	(72)	(608)	2,444	1,568	2,923	5,829	0	167	(1,273)	6,935
Marlboro	0	0	0	0	0						9	(32)	(4)	(33)	157	86	169	351	0	8	(69)	413
B&H	0	0	0	0	0						10	(34)	(4)	(32)	166	92	177	375	0	10	(70)	435
Merit	0	0	0	0	0						11	(36)	(5)	(39)	178	100	195	403	0	11	(62)	474
Virginia Slims	0	0	0	0	0						(36)	(46)	(18)	(33)	50	21	50	(10)	0	(36)	(95)	121
Parlament	0	0	0	0	0						0	(3)	(0)	(3)	11	6	11	23	0	0	(6)	28
Other OPB	0	0	0	0	0						(7)	(151)	(31)	(139)	563	306	603	1,142	0	(7)	(322)	1,471
Other Premium Brands	0	0	0	0	0						160	(744)	(103)	(748)	3,007	1,874	3,525	6,970	0	160	(1,595)	8,408
Premium	0	0	0	0	0						(69)	(144)	(73)	(138)	299	145	321	342	0	(69)	(354)	765
Basic	0	0	0	0	0						4	(12)	(2)	(12)	58	38	71	143	0	4	(25)	164
Cambridge	0	0	0	0	0						1	(3)	(0)	(3)	12	6	11	24	0	1	(5)	29
Alpine	0	0	0	0	0						0	(1)	(0)	(1)	4	2	3	8	0	0	(1)	9
Bristol	0	0	0	0	0						0	(0)	(0)	(0)	1	0	0	1	0	0	(0)	1
Bucks	0	0	0	0	0						(1)	(2)	(1)	(2)	2	1	2	(2)	0	(1)	(5)	4
Other Branded Discounts	0	0	0	0	0						4	(17)	(3)	(17)	73	47	68	174	0	4	(37)	208
Branded Discounts	0	0	0	0	0						(2)	(9)	(1)	(8)	44	25	35	84	0	(2)	(18)	105
FVB	0	0	0	0	0						(67)	(170)	(77)	(164)	417	217	444	601	0	(67)	(410)	1,078
Discount	0	0	0	0	0						92	(914)	(180)	(911)	3,424	2,091	3,969	7,571	0	92	(2,005)	9,484
Calendar Weeks	4,381	4,000	4,427	4,370	4,203	1,000	1,000	1,000	1,000	0,442	4,483	4,517	4,229	4,390	4,381	4,229	4,568	52,178	12,808	13,056	13,136	13,178
Weekly Sales	Jan	Feb	Mar	Apr	May						Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Marlboro	0	0	0	0	0	0	0	0	0	0	37	(131)	(17)	(139)	558	371	640	112	0	13	(97)	526
B&H	0	0	0	0	0	0	0	0	0	0	2	(7)	(1)	(8)	36	20	37	7	0	1	(5)	31
Merit	0	0	0	0	0	0	0	0	0	0	2	(7)	(1)	(7)	38	22	39	7	0	1	(5)	33
Virginia Slims	0	0	0	0	0	0	0	0	0	0	2	(8)	(1)	(9)	41	24	43	8	0	1	(6)	36
Parlament	0	0	0	0	0	0	0	0	0	0	(8)	(10)	(4)	(7)	11	5	11	(0)	0	(3)	(7)	9
Other OPB	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	(0.6)	(0.1)	(0.7)	2.6	1.4	2.4	0.4	0.0	0.0	(0.4)	2.2
Other Premium Brands	0	0	0	0	0	0	0	0	0	0	(2)	(33)	(7)	(32)	128	72	132	22	0	(1)	(24)	112
Premium	0	0	0	0	0	0	0	0	0	0	36	(165)	(24)	(170)	636	443	772	134	0	12	(121)	638
Basic	0	0	0	0	0	0	0	0	0	0	(15)	(32)	(17)	(31)	68	34	70	7	0	(5)	(27)	58
Cambridge	0	0	0	0	0	0	0	0	0	0	1	(3)	(0)	(3)	13	9	16	3	0	0	(2)	12
Alpine	0	0	0	0	0	0	0	0	0	0	0	(1)	(0)	(1)	3	1	2	0	0	0	(0)	2
Bristol	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(0.1)	(0.0)	(0.2)	0.9	0.5	0.7	0.1	0.0	0.0	(0.1)	0.7
Bucks	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(0.0)	(0.0)	(0.0)	0.1	0.1	0.0	0.0	0.0	0.0	(0.0)	0.1
Other Branded Discounts	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	(0.2)	(0.4)	(0.3)	(0.4)	0.4	0.1	0.4	(0.0)	0.0	(0.1)	(0.4)	0.3
Branded Discounts	0	0	0	0	0	0	0	0	0	0	1	(4)	(1)	(4)	17	11	18	3	0	0	(3)	18
FVB	0	0	0	0	0	0	0	0	0	0	(1)	(2)	(0)	(2)	10	6	8	2	0	(0)	(1)	8
Discount	0	0	0	0	0	0	0	0	0	0	(15)	(38)	(18)	(37)	95	51	97	12	0	(5)	(31)	82
PM USA	0	0	0	0	0	0	0	0	0	0	21	(202)	(43)	(208)	782	494	869	145	0	7	(153)	720
Seasonal Factors	0.311	0.9480	0.9700	1.0000	1.0294						1,0622	1,0371	1,0346	1,0122	0.9956	0.9861	0.9802	1,0000	0.9497	1,0305	1,0280	0.9906
Combined Cat/Seas	4,079	3,792	4,264	4,370	4,327						4,762	4,685	4,375	4,444	4,362	4,170	4,523	52,178	12,164	13,454	13,504	13,054
De-seasonalized Weekly Sales	Jan	Feb	Mar	Apr	May						Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Marlboro	0	0	0	0	0						35	(127)	(16)	(137)	560	376	646	112	0	12	(94)	531
B&H	0	0	0	0	0						2	(7)	(1)	(8)	36	21	37	7	0	1	(5)	32
Merit	0	0	0	0	0						2	(7)	(1)	(7)	38	22	39	7	0	1	(5)	33
Virginia Slims	0	0	0	0	0						2	(8)	(1)	(9)	41	24	43	8	0	1	(6)	36
Parlament	0	0	0	0	0						(8)	(10)	(4)	(7)	11	5	11	(0)	0	(3)	(7)	9
Other OPB	0.0	0.0	0.0	0.0	0.0	0.0					0.1	(0.6)	(0.1)	(0.6)	2.6	1.4	2.4	0.4	0.0	0.0	(0.4)	2.2
Other Premium Brands	0	0	0	0	0	0					(2)	(32)	(7)	(31)	129	73	133	22	0	(1)	(24)	113
Premium	0	0	0	0	0	0					34	(159)	(24)	(160)	689	449	779	134	0	12	(118)	644
Basic	0	0	0	0	0	0					(14)	(81)	(17)	(31)	69	35	71	7	0	(5)	(26)	59
Cambridge	0	0	0	0	0	0					1	(3)	(0)	(3)	13	9	16	3	0	0	(2)	13
Alpine	0	0	0	0	0	0					0	(1)	(0)	(1)	3	1	3	0	0	0	(0)	2
Bristol	0.0	0.0	0.0	0.0	0.0	0.0					0.0	(0.1)	(0.0)	(0.2)	0.9	0.5	0.7	0.1	0.0	0.0	(0.1)	0.7
Bucks	0.0	0.0	0.0	0.0	0.0	0.0					0.0	(0.0)	(0.0)	(0.0)	0.1	0.1	0.1	0.0	0.0	0.0	(0.0)	0.1
Other Branded Discounts	0.0	0.0	0.0	0.0	0.0	0.0					(0.2)	(0.4)	(0.3)	(0.4)	0.4	0.2	0.4	(0.0)	0.0	(0.1)	(0.4)	0.3
Branded Discounts	0	0	0	0	0	0					1	(4)	(1)	(4)	17	11	18	3	0	0	(3)	16
FVB	0	0	0	0	0	0					(0)	(2)	(0)	(2)	10	6	8	2	0	(0)	(1)	8
Discount	0	0	0	0	0	0					(14)	(36)	(18)	(37)	98	52	98	12	0	(5)	(30)	83
PM USA	0	0	0	0	0	0					19	(195)	(41)	(205)	785	501	878	145	0	7	(148)	727

Contr_diff

1998 PP&C TRANSMISSION	Actuals	Actuals	Actuals	Actuals	Actuals	06 05 98	06 12 98	06 19 98	06 26 98	06 30 98	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4
Contributions to PM	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.47%	0.31%	0.28%	0.35%	0.29%	0.31%	0.33%	0.17%	0.00%	0.18%	0.28%	0.28%
Mailboro	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!												
B&H	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.02%	0.02%	0.02%	0.00%	0.04%	0.02%	0.03%	0.02%	0.00%	0.01%	0.01%	0.03%
Merit	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.03%	0.02%	0.02%	0.01%	0.05%	0.03%	0.04%	0.03%	0.00%	0.01%	0.01%	0.05%
Virginia Slims	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.03%	0.02%	0.02%	0.00%	0.04%	0.02%	0.03%	0.02%	0.00%	0.01%	0.02%	0.04%
Parliament	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.17%	-0.13%	-0.07%	-0.08%	-0.13%	-0.10%	-0.15%	-0.06%	0.00%	-0.07%	-0.09%	-0.12%
Other OPB	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	0.00%	0.00%	0.00%	-0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Premium Brands	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.08%	-0.08%	-0.02%	-0.07%	0.00%	-0.02%	-0.06%	0.00%	0.00%	-0.04%	-0.08%	-0.01%
Premium	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.37%	0.23%	0.26%	0.28%	0.29%	0.28%	0.27%	0.18%	0.00%	0.14%	0.24%	0.21%
Basic	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.36%	-0.25%	-0.27%	-0.28%	-0.30%	-0.29%	-0.28%	-0.18%	0.00%	-0.13%	-0.25%	-0.20%
Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.01%	0.02%	0.01%	0.01%	0.01%	0.01%	0.01%	0.00%	0.00%	0.00%	0.01%	0.01%
Alpine	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bristol	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bucks	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Branded Discounts	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	-0.01%	-0.01%	-0.01%	-0.01%	-0.01%	-0.01%	0.00%	0.00%	0.00%	0.00%	0.00%
Branded Discounts	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.01%	0.01%	0.01%	0.00%	0.01%	0.01%	0.01%	0.00%	0.00%	0.00%	0.01%	0.01%
FVB	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.01%	0.00%	0.00%	0.00%	0.01%	0.00%	0.00%	0.00%	0.00%	-0.01%	0.00%	0.00%
Discount	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.37%	-0.23%	-0.26%	-0.28%	-0.29%	-0.28%	-0.27%	-0.18%	0.00%	-0.14%	-0.24%	-0.27%
PM USA	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
6/5/98 15:56																						
Contributions to category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4					
Mailboro	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.47%	0.31%	0.28%	0.35%	0.29%	0.31%	0.33%	0.17%	0.00%	0.18%	0.29%	0.28%
B&H	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.33%	0.25%	0.14%	0.13%	0.22%	0.18%	0.26%	0.12%	0.00%	0.11%	0.18%	0.23%
Merit	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.39%	0.27%	0.15%	0.24%	0.33%	0.28%	0.36%	0.17%	0.00%	0.13%	0.21%	0.33%
Virginia Slims	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.43%	0.30%	0.17%	0.16%	0.25%	0.22%	0.30%	0.19%	0.00%	0.14%	0.21%	0.25%
Parliament	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-1.17%	-0.84%	-0.45%	-0.53%	-0.78%	-0.66%	-0.90%	-0.43%	0.00%	-0.39%	-0.61%	-0.78%
Other OPB	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.02%	0.02%	0.01%	0.00%	-0.03%	-0.03%	-0.03%	-0.02%	-0.03%	0.00%	0.01%	0.01%
Other Premium Brands	83.98%	84.71%	87.24%	81.39%	84.77%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	86.00%	85.34%	84.84%	86.87%	B3.54%	85.18%	84.53%	84.86%	85.52%	84.28%	85.48%	84.44%
Premium	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.37%	0.23%	0.26%	0.28%	0.29%	0.28%	0.27%	0.18%	0.00%	0.14%	0.24%	0.27%
Basic	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.36%	-0.25%	-0.27%	-0.28%	-0.30%	-0.29%	-0.28%	-0.18%	0.00%	-0.13%	-0.25%	-0.28%
Cambridge	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.48%	0.36%	0.34%	0.37%	0.34%	0.38%	0.39%	0.20%	0.00%	0.19%	0.37%	0.35%
Alpine	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.07%	0.05%	0.04%	0.05%	0.07%	0.06%	0.06%	0.03%	0.00%	0.03%	0.05%	0.06%
Bristol	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.02%	0.01%	0.00%	0.02%	0.02%	0.02%
Bucks	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other Branded Discounts	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.02%	-0.03%	-0.03%	-0.03%	-0.03%	-0.03%	-0.03%	-0.02%	0.00%	-0.01%	-0.03%	-0.03%
Branded Discounts	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.54%	0.39%	0.38%	0.41%	0.40%	0.43%	0.43%	0.23%	0.00%	0.23%	0.40%	0.40%
FVB	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.08%	0.16%	0.14%	0.17%	0.26%	0.24%	0.18%	0.13%	0.00%	0.04%	0.15%	0.20%
Discount	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-0.37%	-0.23%	-0.26%	-0.28%	-0.29%	-0.28%	-0.27%	-0.18%	0.00%	-0.14%	-0.24%	-0.27%
PM USA	0.00%	0.00%	0.00%	0.00%	0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

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